



WPTV

ORDER

Print Date 08/31/12

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Flight Dates 10/23/12-10/29/12

Contract / Revision 309874 /

Original Date / Revision
08/31/12 08/31/12

Advertiser Priorities USA Action

Agency Mundy Katowitz Media Inc

Buying Contact

1322 G Street SE
Washington, DC 20003-3021

Product

Priorities USA Action

Agency Com 15%

Billing Contact

1322 G Street SE
Washington, DC 20003-3021

Sales Office EWSDC

Sales Region NAT

Agency Ref 2

Order Sep 00:20:00

Estimate # 1566

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A18+

Rev Codes POL POL ISS

Product Codes PL

Priority P-2

Advertiser Ref

Primary Account Executive
Marta Salazar-Perren

Account Executive	Order%	Start Date	End Date
Marta Salazar-Perren	100%		

Order Share 100% Market Value 46950

Competing Station	% of Order	Amount
CABLE	%	0
UNKWN	%	0
WFGC	%	0
WFLX	%	0
WPBF	%	0
WPEC	%	0
WPPB	%	0
WPXP	%	0
WTCE	%	0
WTCN	%	0
WTVX	%	0
WXEL	%	0

Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating
October 2012	31	\$33,957.50	\$39,950.00	0.00
November 2012	7	\$5,950.00	\$7,000.00	0.00
Totals	38	\$39,907.50	\$46,950.00	0.00

Billing Plan

Start Date	End Date	# Spots	Net Amount	Gross Amount
10/01/12	10/28/12	31	\$33,957.50	\$39,950.00
10/29/12	10/29/12	7	\$5,950.00	\$7,000.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots Amount	
N 1	WPTV	10/23/12	10/29/12	M-F 12n-1p M-F 12n-1p	CM	12-1p	-----	:30	0	\$650.00	P-2	0.00	NM	3	\$1,950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 10/22/12	10/28/12	- 11- 1--		3		\$650.00		0.00					
		Week: 10/29/12	11/04/12	-----		0		\$0.00		0.00					
N 2	WPTV	10/23/12	10/29/12	M-F 2-3p Millionaire	CM	2-3p	-----	:30	0	\$350.00	P-2	0.00	NM	2	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 10/22/12	10/28/12	--- 1---		1		\$350.00		0.00					



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Contract / Revision **309874** Flight Dates **10/23/12-10/29/12**

Hiatus Dates

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Order Sep 00:20:00

Advertiser **Priorities USA Action** Product **Priorities USA Action**

Estimate # **1566**

													<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
N 2	WPTV	10/23/12	10/29/12	M-F 2-3p Millionaire	CM	2-3p	-----	:30	0	\$350.00	P-2	0.00 NM	2	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/29/12	11/04/12	1-----					1	\$350.00		0.00		
N 3	WPTV	10/23/12	10/29/12	M-F 4p-5p M-F 4p-5p	CM	4-5p	-----	:30	0	\$850.00	P-2	0.00 NM	2	\$1,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/22/12	10/28/12	-1--1--					2	\$850.00		0.00		
Week:		10/29/12	11/04/12	-----					0	\$0.00		0.00		
N 4	WPTV	10/23/12	10/29/12	M-F 530-6p M-F 530-6p	CM	530-6p	-----	:30	0	\$2,000.00	P-2	0.00 NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/22/12	10/28/12	---1---					1	\$2,000.00		0.00		
Week:		10/29/12	11/04/12	-----					0	\$0.00		0.00		
N 5	WPTV	10/23/12	10/29/12	M-F 6-630p M-F 6-630p	CM	6-630p	-----	:30	0	\$3,000.00	P-2	0.00 NM	2	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/22/12	10/28/12	--1-1--					2	\$3,000.00		0.00		
Week:		10/29/12	11/04/12	-----					0	\$0.00		0.00		
N 6	WPTV	10/23/12	10/29/12	M-F 7-730p Ent Tonight	CM	7-730p	-----	:30	0	\$1,200.00	P-2	0.00 NM	3	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/22/12	10/28/12	--1-1--					2	\$1,200.00		0.00		
Week:		10/29/12	11/04/12	1-----					1	\$1,200.00		0.00		
N 7	WPTV	10/23/12	10/29/12	M-F 730-8p Insider	CM	730-8p	-----	:30	0	\$1,200.00	P-2	0.00 NM	2	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/22/12	10/28/12	-1-1---					2	\$1,200.00		0.00		
Week:		10/29/12	11/04/12	-----					0	\$0.00		0.00		
N 8	WPTV	10/23/12	10/29/12	M-F 1135p-1235a Tonight Show	CM	1135p-1235a	-----	:30	0	\$750.00	P-2	0.00 NM	2	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/22/12	10/28/12	--1-1--					2	\$750.00		0.00		
Week:		10/29/12	11/04/12	-----					0	\$0.00		0.00		
N 9	WPTV	10/23/12	10/29/12	M-F 1235-135a Fallon	CM	1235-0135a	-----	:30	0	\$300.00	P-2	0.00 NM	2	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/22/12	10/28/12	---1---					1	\$300.00		0.00		
Week:		10/29/12	11/04/12	1-----					1	\$300.00		0.00		
N 10	WPTV	10/23/12	10/29/12	Sa 6-7a Today Wknd	CM	6-7a	-----	:30	0	\$500.00	P-2	0.00 NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/22/12	10/28/12	-----1-					1	\$500.00		0.00		
Week:		10/29/12	11/04/12	-----					0	\$0.00		0.00		
N 11	WPTV	10/23/12	10/29/12	Sa 7-8a Today	CM	7-8a	-----	:30	0	\$1,000.00	P-2	0.00 NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/22/12	10/28/12	-----1-					1	\$1,000.00		0.00		
Week:		10/29/12	11/04/12	-----					0	\$0.00		0.00		
N 12	WPTV	10/23/12	10/29/12	Su 6-7a Su 6-7a	CM	6-7a	-----	:30	0	\$500.00	P-2	0.00 NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		



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Order Sep 00:20:00

Advertiser **Priorities USA Action** Product **Priorities USA Action**

Estimate # **1566**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 12	WPTV	10/23/12	10/29/12	Su 6-7a Su 6-7a	CM	6-7a	-----	:30	0	\$500.00	P-2	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	-----1					1	\$500.00		0.00			
		Week: 10/29/12	11/04/12	-----					0	\$0.00		0.00			
N 13	WPTV	10/23/12	10/29/12	Su 7-8a Su 7-8a	CM	7-8a	-----	:30	0	\$750.00	P-2	0.00	NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	-----1					1	\$750.00		0.00			
		Week: 10/29/12	11/04/12	-----					0	\$0.00		0.00			
N 14	WPTV	10/23/12	10/29/12	M-F 11-12n Rachel Ray	CM	11a-12p	-----	:30	0	\$450.00	P-2	0.00	NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	-----1					0	\$0.00		0.00			
		Week: 10/29/12	11/04/12	1-----					1	\$450.00		0.00			
N 15	WPTV	10/23/12	10/29/12	M-F 10-11a Today	CM	10-11a	-----	:30	0	\$750.00	P-2	0.00	NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	---1---					1	\$750.00		0.00			
		Week: 10/29/12	11/04/12	-----					0	\$0.00		0.00			
N 16	WPTV	10/23/12	10/29/12	M-F 9-10a Today	CM	9-10a	-----	:30	0	\$950.00	P-2	0.00	NM	4	\$3,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	-1-11--					3	\$950.00		0.00			
		Week: 10/29/12	11/04/12	1-----					1	\$950.00		0.00			
N 17	WPTV	10/23/12	10/29/12	M-F 7-9a Today	CM	7-9a	-----	:30	0	\$3,000.00	P-2	0.00	NM	3	\$9,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	--11---					2	\$3,000.00		0.00			
		Week: 10/29/12	11/04/12	1-----					1	\$3,000.00		0.00			
N 18	WPTV	10/23/12	10/29/12	M-F 6-7a Today	CM	6-7a	-----	:30	0	\$2,500.00	P-2	0.00	NM	3	\$7,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	-11-1--					3	\$2,500.00		0.00			
		Week: 10/29/12	11/04/12	-----					0	\$0.00		0.00			
N 19	WPTV	10/23/12	10/29/12	M-F 5-6a Today	CM	5-6a	-----	:30	0	\$750.00	P-2	0.00	NM	3	\$2,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	--11---					2	\$750.00		0.00			
		Week: 10/29/12	11/04/12	1-----					1	\$750.00		0.00			
Totals														38	\$46,950.00